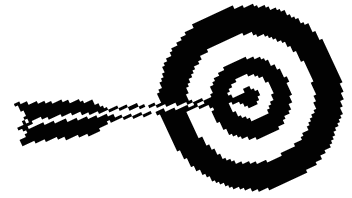


# ON TARGET



*"Planning Georgia's Future Today"*

Summer 2003

Vol. 9 No. 2

## OFFICE OF PLANNING SEES CHANGING OF THE GUARD

The Office of Planning welcomes a new State Transportation Planning Administrator, Joseph P. Palladi. Palladi comes to the Office of Planning from the Office of Urban Design where he spent the first 28 years of his career. With the retirement of Marta Rosen, Joe Palladi assumed his new duties June 1.

Another retirement that is affecting the Office of Planning is that of Frank Danchetz, Chief Engineer. Danchetz retires effective September 30, 2003. On July 1, 2003, the State Transportation Board announced his replacement, Paul V. Mullins. Mullins was the Director of the Transportation Planning, Data and Intermodal Development Division, which includes the Planning Office. With the promotion of Mullins, David Studstill was named the new Division Director. David is a career DOT employee with over 28



**Palladi**



**Danchetz**



**Mullins**



**Studstill**

years experience with the Department, most recently as the Director of the Division of Operations.

Palladi has served most of his career in design. This wealth of design will be useful in the final planning product through more defined project recommendations and need and purpose statements. The Office will not only benefit from Joe's design experience but also from Studstill's management experience from his tenure

in the environmental and operations areas.

The Office of Planning congratulates Mullins on his promotion and welcomes Palladi and Studstill.

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## PUBLIC MEETINGS SCHEDULED FOR GEORGIA'S INTERSTATE SYSTEM PLAN

Since it began late last year, work on the Office of Planning's Interstate System Plan is continuing toward completion in the Spring of 2004. This statewide study is evaluating Georgia's Interstate System (outside metro Atlanta) to identify needed improvements and maintain its efficient and safe operation through the year 2035.

Most recently, the study's analysis has yielded a report of Interstate needs and deficiencies in four core areas: safety, congestion, maintenance, and connectivity to major activity centers. At upcoming public meetings, we would like to share our current findings and hear your comments. Please mark your calendar:

- September 25 from 5-7 p.m. in Cartersville at the Georgia DOT District Office (500 Joe Frank Harris Parkway);

- September 30 from 5-7 p.m. in Brunswick at the Coastal Georgia RDC (127 F Street); and
- October 6 from 5-7 p.m. in Macon at the Georgia DOT Area Engineer Office (4499 Riverside Drive).

At these meetings, we will present the results of the study's data collection and analysis, as well as the locations of current and future Interstate needs and deficiencies. Initial findings indicate that Georgia's Interstate System is in very good shape:

- Only a very small percentage of the 924-mile Interstate System evaluated in the study (non-Atlanta) is considered "congested";
- Almost 90% of the pavement on Georgia's Interstate System is rated in "good" or "excellent" condition; and

- 122 counties (of the 146 non-Atlanta counties being addressed in this study) have "optimal" or "good" connectivity to the Interstate System; 23 are considered "fair"; and only one is considered "poor."

The study's next phase will involve evaluating and recommending a priori

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**PAGE 4** - PHASE ONE OF PIKE/LAMAR/UPSON STUDY COMPLETED

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tized report of improvements that will allow Georgia's Interstate System to meet future traffic demands and ensure continued statewide mobility. This work is vital -- especially in light of the Interstate System's importance in the maintenance and growth of Georgia's economic prosperity. The study has revealed several early findings about the future of the Interstate System:

- 39% of the Interstate System will be considered "congested" by the year 2035 -- even considering the improvements that are currently planned to be implemented in GDOT's six-year work program;
- 6.3% of the rural Interstate System and 3% of the urban Interstate System could currently benefit from further

Please visit the study's website at  
[www.dot.state.ga.us/dot/plan-prog/planning/studies/interstate\\_study/index.shtml](http://www.dot.state.ga.us/dot/plan-prog/planning/studies/interstate_study/index.shtml)

- safety analysis;
  - 47 bridges, or 7% of the non-Atlanta total, will be considered "deficient" in the future -- even considering the improvements that are currently planned to be implemented in GDOT's six-year work program;
  - 100 miles of pavement, or 11% of the total non-Atlanta Interstate System, will be considered "deficient."
- Your participation at one of the public meetings is important because the study's consultant team will consider all comments made as they further identify and field-check potential solutions, using a transportation computer model to test

effectiveness. Their efforts will ultimately result in a report of recommended projects that will measurably improve the safety, efficiency, and operation of Georgia's Interstate System - both now and into the future. When the report of recommended projects is developed, it will be presented at a final round of public meetings very early next year. Please watch for the details in a future edition of On Target or at the study's website.

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## COMMITTEE MEETS ON BICYCLE/PEDESTRIAN PROGRAM

A meeting of the State Bicycle and Pedestrian Advisory Committee was held on July 10, 2003. The meeting was attended by approximately 70 people from around the state. Meeting minutes are available on the Bicycle/Pedestrian Program website.

This meeting was the first opportunity for the Advisory Committee to meet Joe Palladi in his new position as State Transportation Planning Administrator and Amy Goodwin who joined GDOT as the State Bicycle and Pedestrian Coordinator in April of 2003. Over the last few months, the Bicycle and Pedestrian (B/P) Program has begun to take shape and redefine itself with a strong focus on planning. Some of the initiatives that are being developed are:


- State Bicycle Plan Update;
- Georgia Bicycling Manual;
- GIS-based mapping application for bicycle, pedestrian and transportation enhancement projects; and
- Signing of the Statewide Bicycle Route network.

Many other bicycle and pedestrian initiatives are being conducted by the Office of Materials & Research (OMR) in conjunction with the Planning Office and the B/P Program. Those projects include:

Please visit the program's website at  
<http://www.dot.state.ga.us/dot/plan-prog/planning/projects/bicycle/index.shtml>

- State Pedestrian Plan;
  - Study on the Effectiveness of Multi-use Trails vs. conventional sidewalk and bike lanes; and
  - Study of Pedestrian Crossings.
- Bicycle and pedestrian access and mobility are vital components to our transportation system, as well as vital to the public health and overall quality of

life of Georgia's citizens. The B/P Program is striving to improve intra- and inter-agency coordination on B/P projects, and to promote their importance in all Georgia DOT's projects.

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### TE PROGRAM PREPARES FOR APPLICATION ROUND

The Transportation Enhancement (TE) Program is gearing up for an application round starting this Fall. The cycle will be to choose projects for FY 04 and FY 05 funding. Notices will be sent to state and local governments announcing the call for applications and the workshop schedules. MPO and RDC representatives are invited to attend the workshops as well.

We will be providing a session for the MPO and RDC representatives prior to the workshops to inform them

of the many changes that have been made to the application and the application process.

We will also be posting information to the website including a version of the application available for download. Look for it at [www.dot.state.ga.us](http://www.dot.state.ga.us) under the Plans and Programs section.

For more information contact Joy Still, [joy.still@dot.state.ga.us](mailto:joy.still@dot.state.ga.us) or Ronda Britt, [ronda.britt@dot.state.ga.us](mailto:ronda.britt@dot.state.ga.us) in the Special Projects Branch of GDOT, telephone number (404) 656-5726.

# TDM WORKS - EMISSIONS REDUCED IN METRO ATLANTA

For the past three years, the Georgia Department of Transportation (GDOT) has measured the results of a coordinated regional transportation demand management (TDM) program to change individual and employer behavior. Rigorous measurement tools were developed and refined each year through a contract with the Center for Transportation and the Environment (CTE).

The results show that TDM is an effective strategy for improving air quality and reducing congestion in the metro Atlanta nonattainment area. In addition, by fine-tuning the program, it has become more and more effective.

It is no surprise to those working on demand management strategies that TDM is an effective way to reduce congestion and travel-related emissions. An earlier study conducted by the Federal Highway Administration revealed that the cost to reduce a trip for an employer was five times less than the cost to accommodate a single occupant vehicle on a highway, and that rideshare programs are most effective when employers offered information and incentives.

There were multiple TDM projects and supporting programs in Atlanta. Was the Atlanta TDM program on the right track? Were we getting optimal results? Clearly, the projects required coordination; resources could be combined to increase effectiveness. Moreover, measurement of program results was needed to verify effectiveness.

Coordination of all TDM projects using Congestion Mitigation and Air Quality (CMAQ) funds was accomplished in 1999 and was called the Atlanta TDM Framework.

The goal of the Framework was to get individuals to voluntarily change from driving alone to choosing a more efficient form of transportation, with the end result of less traffic congestion and improved air quality. Partners in the effort included the Clean Air Campaign (CAC), Transportation Management Associations, and Commute Connections (a program of the Atlanta Regional Commission). Supporters included Metro Atlanta Chamber of Commerce, the

## FEDERAL HIGHWAY STUDY ON SUCCESSFUL TDM PROGRAMS

### TDM is an effective strategy.

- \$6.75 per day to accommodate one SOV trip on a highway
- \$4.10 per day to accommodate one additional trip on transit
- \$1.33 per day for an employer to reduce one SOV trip

### Which TDM programs are the most effective?

- 1.4% increase in SOV travel with information alone
- 8.5% decrease with employer programs that provide and emphasize alternative programs
- 16.4% decrease with incentives and disincentives
- 24.5% decrease with employer programs that combine all three

## TDM SOLVES CONGESTION AND AIR QUALITY PROBLEMS

- Contributes to an efficient transportation system, maximizing existing resources and investments;
- Produces tangible and intangible results, from specific emission reductions to better informed employers;
- Long term investments to encourage behavior change;
- Complements all transportation strategies, including transit, high occupancy vehicle lanes, and alternative behaviors that reduce single occupancy vehicle travel;
- Improves mobility and air quality through the use of options; and
- Educates the public on the effects of their transportation choices.

Environmental Protection Division, the Georgia Building Authority, the Regional Business Coalition, and many others.

In 1999, the GDOT awarded a contract to CTE to measure the effectiveness of the Framework's three major program areas: the media campaign, outreach services to employers and individuals, and regional supporting programs. The overarching goal was to provide GDOT and other funding agencies with information to plan, implement, and manage the most effective TDM strategies, based on sound research.

Specific goals of the measurement program included enhancing and providing strategic direction to the CAC for their large-scale media campaign; evaluating the qualitative and quantitative effects of the three program areas; and establishing consistent evaluation protocol and reporting procedures for the Framework. Also, measurement data was required to be analyzed to confirm that the region was meeting the emission reduction goals set by the State Implementation Plan (SIP) for the Atlanta ozone nonattainment area.

Regional surveys of metro Atlanta residents and business leaders were conducted. The research determined that a first step crucial to changing behavior had been accomplished - the Atlanta public clearly understood that the region had problems with congestion and air pollution. Carpooling and teleworking were identified as the preferred alternative modes. The research confirmed that business leaders are more likely to adopt commute assistance programs if they know the benefit to their bottom line, and that encouraging employers to establish rideshare programs for their employees was key to success.

The TDM Framework is a dynamic program in metro Atlanta, undergoing continuous improvement. With the help of CTE and their national team of experts, measurement of the three program areas is accomplished through a comprehensive evaluation plan. The evaluation reflects how each program contributes to the goal of generating travel and emission reduc-

**See TDM, page 4**

## PHASE ONE OF PIKE/LAMAR/UPSON TRANSPORTATION STUDY COMPLETED

Georgia DOT along with Lamar, Pike and Upson counties have partnered with Greenhorne O' Mara Inc. in conducting a multimodal study of the transportation network in this three-county region. This transportation study addresses all modes of transportation including highways, transit, airports, rail roads, bicycle and pedestrian facilities.

The first phase consisted of four areas: data collection, evaluation of current multimodal conditions, traffic projections, and evaluation of future conditions.

An advisory group of 30 local citizens met twice during phase one of this study to identify key issues for the region. Two major issues identified were the need for obtaining four-lane access along SR 36 to Interstate 75 and the possibility of establishing a truck route on the eastern side of Thomaston in Upson County.

Public involvement meetings were held in Barnesville (Lamar County), Zebulon (Pike County) and Thomaston (Upson County). Attendees provided further input on transportation issues in their areas.

The next phase of the study will prioritize key multimodal transportation projects. The study is expected to be completed in October.

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### TDM, from page 3

tions. This evaluation also assesses attainment of travel and emission goals as defined in the SIP.

Research and evaluation continues to provide insight on the most effective TDM strategies for solving congestion and air quality problems in nonattainment areas. Recent national review of TDM strategies found that combining incentives

with employer outreach remains the most cost-effective strategy for encouraging commute alternatives. Marketing, advertising, ride matching and guaranteed ride home services support this strategy. The CAC and TMAs are using these strategies to both educate and encourage action in metro Atlanta's nonattainment area.

More information on TDM in Atlanta

and its evaluation can be found at [www.tdmframework.com](http://www.tdmframework.com). Reports from the first two years of evaluation are posted, and the third year report will soon be finalized and posted.

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**On Target** is a quarterly publication of the Georgia Department of Transportation's Office of Planning.

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